We released our latest policy: “Restore and Improve USAID.” Just click to read. ×

Our Team

Jake Orlowitz

Founder and Chief Executive Officer

Jake Orlowitz founded Project 2029 in January 2025 to develop progressive policy solutions for 21st century America. As CEO, he coordinates our grassroots movement and guides our policy development process across all issue areas.

Many people are aware of the kind of work Jake has done since use of the internet for research has become commonplace. Jake has extensive experience in fostering access to information and in organizing people with common interests online.

Jake previously founded and led the well-known online encyclopedia, The Wikipedia Library at the Wikimedia Foundation. He managed a half-million-dollar budget and six-person team across four continents. Through partnerships with 70 leading scholarly publishers, he provided free access to 100,000 academic journals for 25,000 Wikipedia editors worldwide.

He earned his Bachelor of Science degree from Wesleyan University in Connecticut, completing an interdisciplinary program in philosophy, economics, history, and social theory through the College of Social Studies.

Jake is the author of "Welcome to the Circle" and has written extensively about open knowledge, mental health, and progressive organizing.

Ali Cleveland

Chief of Staff

Ali Cleveland is the chief of staff at Project 2029, with direct oversight of key operational teams, including policy development, marketing, media outreach, government affairs, internal communications, technology, volunteer recruitment, and fundraising development.

Ali came to Project 2029 equipped for this multifaceted role through the experience gained in a 25-year career devoted to public policy development, serving within both the public and private sectors. She has additionally lent her organizational skills and talents to civic projects and nonprofit efforts throughout her career.

Ali began her career in Washington, D.C., working for the United States Chamber of Commerce as the manager of labor policy, with added expertise in immigration issues. Ali eventually returned to the greater Philadelphia area to serve as director of policy in the Pennsylvania Department of Labor and Industry for more than six years.

Through career and volunteer experience, she developed additional knowledge in the areas of sales, lobbying, fundraising, and voter participation.

With her broad knowledge of operations, Ali eventually launched her own consulting firm, The Cleveland Partnership. Clients for the partnership's management consulting, grant writing, and policy development services have come from the biotechnology, workforce development, life sciences, and energy industries, as well as the nonprofit sector.

Ali holds a Bachelor of Arts degree in communication and media studies at McDaniel College, formerly Western Maryland College.

Lola da Silva

Chief Recruitment Officer

Lola da Silva is the chief recruitment officer at Project 2029, where she leads the volunteer recruitment strategy and helps build the people infrastructure needed to support a growing national civic movement.

Lola brings extensive experience in human resources, talent acquisition, organizational development, and people operations across healthcare, technology, nonprofit, political, and mission-driven environments to the role.

She has served as a fractional head of human resources (HR) and talent acquisition, partnering with founder-led and high-growth organizations to build scalable people systems, strengthen recruiting

operations, improve workforce planning, and support teams through periods of growth and change. Throughout her career, Lola has built and scaled HR and recruiting programs supporting organizations from 75 to more than 1,500 employees.

Her work has included talent acquisition, employee relations, compensation, benefits, performance management, training and development, succession planning, compliance, and organizational design. She has also led initiatives that improved employee satisfaction, engagement, workforce planning, hiring efficiency, and leadership development.

Lola is especially passionate about using recruitment as a movement-building tool. At Project 2029, she focuses on identifying values-aligned volunteers, strengthening onboarding practices, supporting team leaders, and creating systems that allow people to contribute meaningfully to democracy, public service, and policy development.

She holds a Master of Science in organizational leadership and a Bachelor of Science in international business, both from the College of Saint Mary, Omaha, Nebraska. She has earned additional certifications in diversity, equity, and inclusion and compensation. Lola is fluent in English and Spanish and conversational in French.

Krissy Goss

Chief Governance and Organizational Development Officer

Krissy O'Neill Goss is chief of governance & organizational development. She provides strategic oversight and guidance that supports the long-term success of Project 2029.

An entrepreneur, Krissy is the founder and CEO emerita of HOPE Helps, a social services-oriented nonprofit organization in Central Florida. She is an experienced nonprofit consultant and has helped organizations strengthen operations, expand community impact, and implement sustainable growth strategies.

As a dedicated advocate, Krissy is committed to protecting democratic values, ensuring every voice has the opportunity to be heard, and to advancing a country that serves all people.

She is currently putting her deep experience and values to use at Project 2029/We Are Next in establishing accountability measures and organizational frameworks that will advance mission-driven success.

Krissy studied at Eastern Florida State College, the Edyth Bush Institute for Philanthropy & Nonprofit Leadership, and the Kellogg Executive Leadership Institute, with a focus on nonprofit leadership, capacity building, and organizational excellence.

Rebecca Moryl

Chief Policy Officer

As chief policy officer, Rebecca Moryl brings twenty years of public policy expertise to the team. Rebecca holds a PhD in Public Policy from UMass Boston, a MS in Economic Policy from Suffolk University, and BA in Public Policy from Trinity College, Hartford.

In addition to serving as Associate Professor and Department Chair of Economics at Emmanuel College, her work on innovative and effective economics pedagogy won awards and has been published in academic journals. She created audioecon.com, a resource library of podcasts and assignments used by thousands of economics instructors across the globe. An avid traveler, she taught graduate students,

trained faculty and developed curricula as Fulbright Scholar at the University of Kigali in Rwanda, and received a Whiting Fellowship for environmental economic policy research in Cape Town, South Africa.

A dedication to fostering intellectual curiosity and empathy, and focus on effective policy implementation are consistent themes of work. Now living in Ireland, she consults with nonprofits on strategic planning, development and effective communication and provides workshops and guest lectures in economics, effective pedagogy, curriculum development, assessment, and online learning.

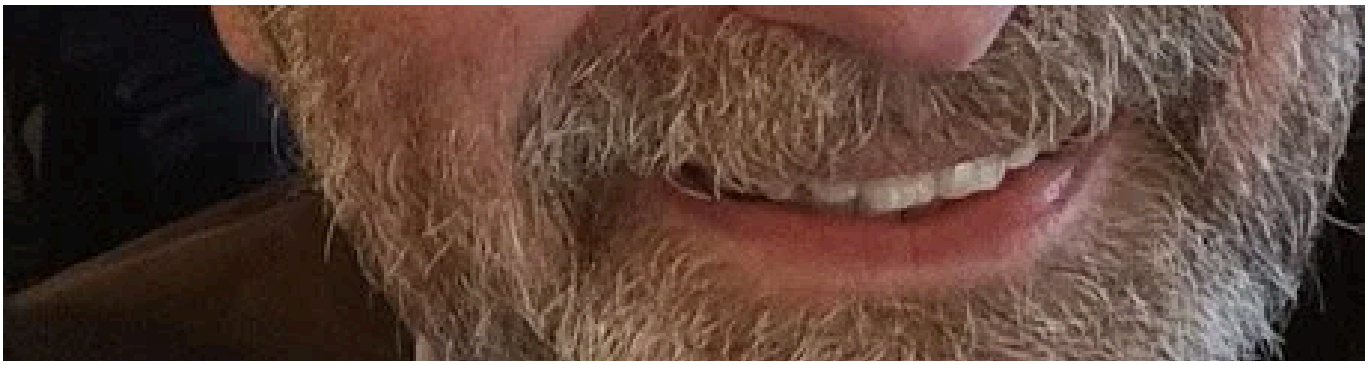
Cheryl Camuso

Chief Culture Officer

Cheryl joined Project 2029 in 2025, bringing experience with the full range of marketing, strategy, research, branding, and integrated communication roles from both the client and agency sides of the fence.

Always up for a challenge, Cheryl enjoys working through complexity to understand the needs of employees, stakeholders and target markets to discover useful insights that position brands and people for success. From developing and implementing positioning strategy to transformation efforts for new and emerging businesses campaigns to aligning operations, she likes to think about the whole picture.

Cheryl received her Bachelor of Arts in history and her Master of Business Administration degree from Villanova University (Pennsylvania). She has held a number of executive-level positions at companies such as Accenture, ARAMARK Healthcare, Bailey Brand Consulting, CITGO, and PECO/Exelon



Dan Grosz

Chief Technology Officer

Dan Grosz is the chief technology officer at Project 2029, overseeing the software, networking, and technology development needs of the organization. He comes to the organization with a long history of leadership positions in enterprise architecture and technology in business and commerce, along with extensive involvement in local and state civic responsibilities.

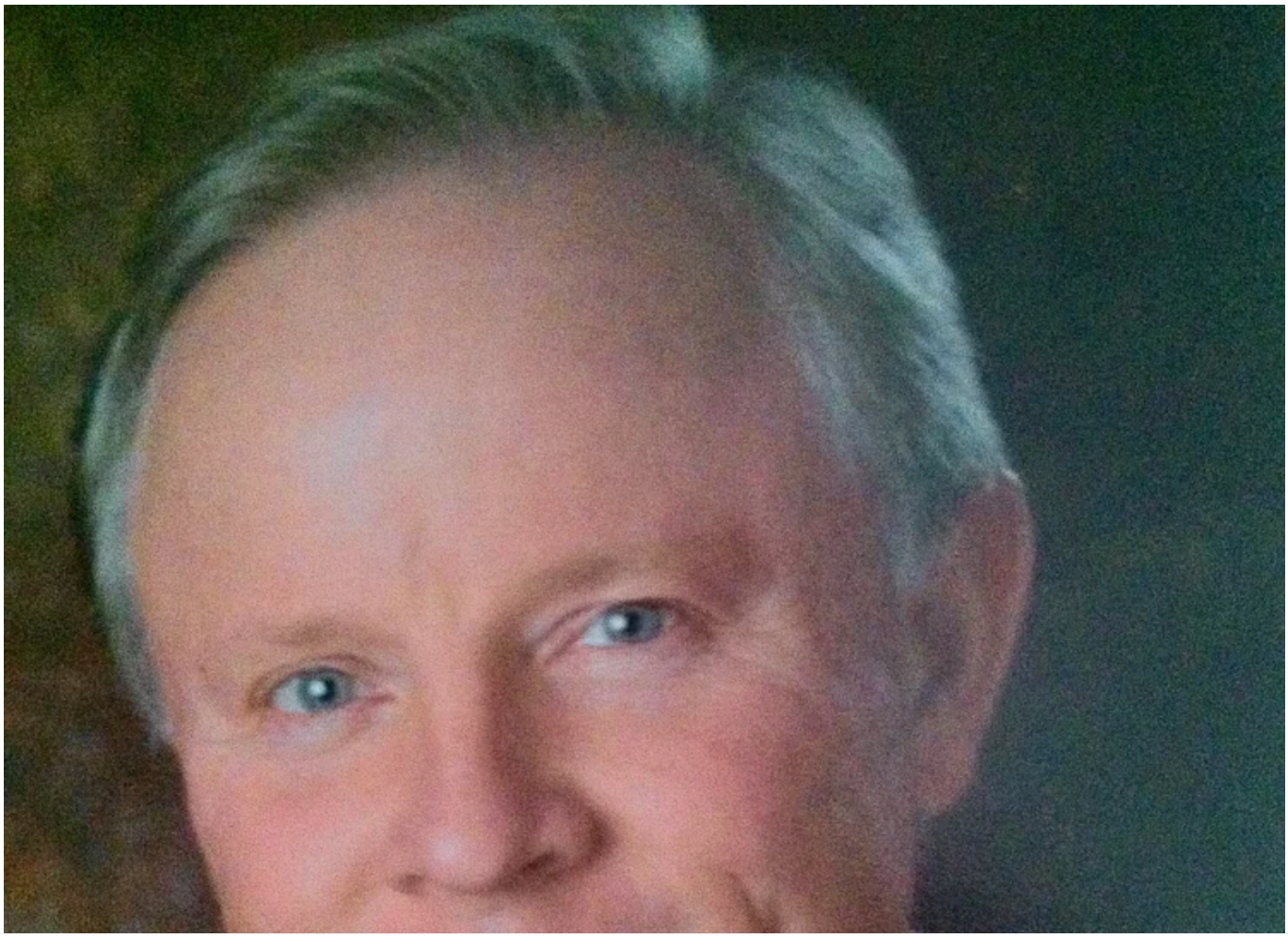
In 30 years in industry, Dan has worked across the retail, manufacturing, supply chain, and consulting sectors. Most recently, Dan has focused his attention on the use of large language models (LLMs) to

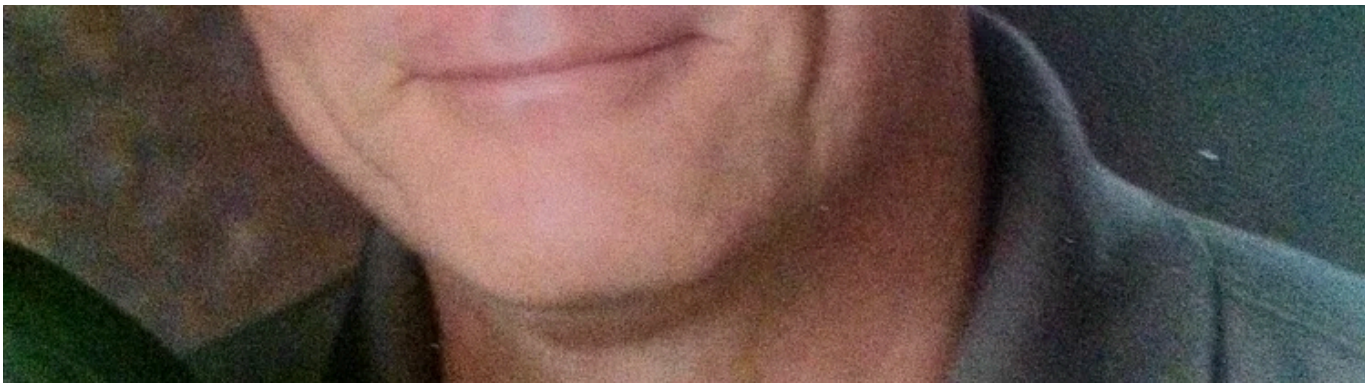
generate information useful in research on government policy research and analysis, and in political communications.

As a resident of New Hampshire, Dan has served his town as an elected member of its budget committee, providing financial oversight as well as technology advice. He has also served on the executive committees of the Democratic Party of his town and county. He is a lifelong student of international affairs and trade, and has organized a discussion series in his area on international topics and founded a program to foster relationship-building between civic leaders in New Hampshire and Canada.

Dan is interested in applying new technologies to explore dense federal government policies and operations publications. He is enthusiastic, as well, about the possibilities of improving political messaging and communications through the use of new technology tools.

Dan earned a Bachelor of Arts degree at Boston University and then enrolled at the respected Fletcher School of Diplomacy at Tufts University (Massachusetts) to earn the Master of Law and Diplomacy degree.





Roger Rosenquist

Chief Marketing Officer

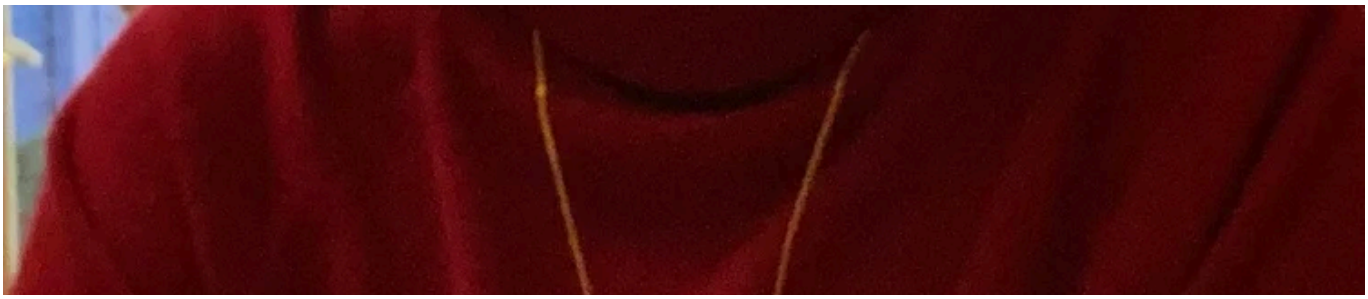
Roger Rosenquist brings over 20 years of professional marketing experience to Project 2029, as chief marketing officer.

After an early career in IT and project management with AT&T, Roger was recruited to work for ConferencePlus, where he led the successful expansion of their audio, web and video private label and reseller channel markets and the development of new direct channel conferencing brands. As ConferencePlus Marketing Director, he was responsible for all product development, marketing communications and managing strategic relationships with ON24, Cisco, IBM, Thomson Reuters.

Leveraging that experience, Roger launched his own marketing consulting firm, in 2012, working with a range of clients spanning the healthcare, financial, legal and technology industries, with a focus on developing content-driven campaigns, lead-generation event production, search engine optimization, and brand-building.

Roger helped to establish Pets for Vets Chicagoland, a local chapter of Pets for Vets, a 501(c)(3) national non-profit with a mission to assist military veterans by matching them with shelter animals that are adopted and trained by Pets for Vets professional trainers, where he also served as the chapter director from 2018 to 2024.

Roger holds a BA degree in business administration from Lewis University and a certificate in system analysis, design and construction from Purdue University Northwest.



Susan Swords

Editor

Susan Swords is a longtime communications professional who is thrilled to contribute her editorial expertise to Project 2029. She is our organization's editor, reviewing all longform written material that is posted and circulated.

Susan retired from the position of assistant director of public information for the New Jersey Office of Legislative Services, the nonpartisan arm of the New Jersey State Legislature. Prior to that, she worked in communications for New Jersey Network, the state's public broadcasting system; and as the public

information officer for the New Jersey Department of Treasury. She began her career as a newspaper reporter for weekly and daily newspapers in her home state of New Jersey.

She has a Master of Arts degree in public policy and political science from The Eagleton Institute of Politics at Rutgers, The State University of New Jersey. She holds a Bachelor of Arts degree in English literature from Montclair State University (formerly college), also in New Jersey.

Project 2029

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